



**Vistoso Community Association**  
**Communications Committee – Date: April 13, 2022**  
**Zoom Platform - GENERAL SESSION MINUTES Draft**

- The meeting began at approximately 1:05 pm. Members present were Committee Chair Gayle Lopez, along with Jim Dobbin, and Caryn Hill. Also present with FirstService Residential was Administrative Assistant, Stephanie Medart.
- This was the first meeting of the new Communications Committee and members had not yet been appointed. Gayle Lopez discussed her vision for the Committee and the Newsletter. These goals were:
  - a) Make more eye-catching and readable - better use of formatting, attention getting headings, pictures, images, fewer articles, shorter articles
  - b) Increase clicks and duration by 30%
  - c) Support building sense of community – make articles more personable, add author name and neighborhood, keep focused only on VCA issues
- There was open discussion regarding standing articles on a monthly basis.
- Newsletter Calendar – Attendees were in agreement of the calendar.
- Website –
  1. Jim Dobbin discussed website analytics discussed the functions and possibilities to be had with MailChimp.
- All were in agreement to end the meeting at approximately 2:45pm.

Next Meeting Date: Wednesday May 11, 2022 @ 1:00pm – Zoom Platform